

ABSTRACT OF THE INVENTION

A method for quantifying and communicating marketing-related information relating to an entity, comprising: assigning a score to each of a plurality of pre-determined marketing-related dimensions, each score being out of a pre-determined maximum possible score; and communicating said scores as a characteristic of said entity. Preferably said pre-determined marketing-related dimensions are: idea forming; relationship building; behavior activation; help or support; and product or service or environment experience. Each dimension may be assigned a score out of seven, and the total of the scores may be limited so as not to exceed a pre-determined maximum possible total of 22. The scores are preferably plotted in a radar chart format, and this may be accomplished using pre-printed paper. Also provided is a device for visualizing scores assigned to each of a plurality of marketing-related dimensions, said device comprising: a base element; a plurality of radial arms protruding from the base element, each radial arm corresponding to one of the said marketing-related dimensions; and a marker element on each radial arm, each marker element being positionable in any of a plurality of positions on its radial arm, said positions corresponding to possible scores for the corresponding marketing-related dimension.